



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/19 thru 09/25.

(prices in dollars per carton)

Fri. Sep 19, 2008

## SHELL EGG NATIONAL SUMMARY

| Feature Rate  |               | THIS WEEK              |      |        |      | PREVIOUS WEEK          |      |        |      | PREVIOUS YEAR          |      |        |      |  |
|---------------|---------------|------------------------|------|--------|------|------------------------|------|--------|------|------------------------|------|--------|------|--|
|               |               | 27.2% of 18,000 stores |      |        |      | 32.6% of 18,000 stores |      |        |      | 28.2% of 17,000 stores |      |        |      |  |
|               |               | X LARGE                |      | LARGE  |      | X LARGE                |      | LARGE  |      | X LARGE                |      | LARGE  |      |  |
|               |               | Stores                 | Avg  | Stores | Avg  | Stores                 | Avg  | Stores | Avg  | Stores                 | Avg  | Stores | Avg  |  |
| REGULAR       | USDA GRADE AA |                        |      |        |      |                        |      |        |      |                        |      |        |      |  |
|               | White 12 pack |                        |      | 940    | 1.24 | 30                     | 1.79 | 480    | 1.39 |                        |      | 210    | 1.54 |  |
|               | White 18 pack |                        |      | 180    | 2.93 |                        |      | 410    | 3.05 |                        |      | 210    | 2.50 |  |
|               | Brown 12 pack |                        |      |        |      |                        |      |        |      |                        |      |        |      |  |
|               | USDA GRADE A  |                        |      |        |      |                        |      |        |      |                        |      |        |      |  |
|               | White 12 pack |                        |      | 990    | 1.34 | 360                    | 1.27 | 940    | 1.21 |                        |      | 230    | 1.38 |  |
|               | White 18 pack |                        |      | 240    | 1.90 |                        |      | 50     | 2.26 |                        |      | 430    | 1.95 |  |
|               | Brown 12 pack |                        |      |        |      |                        |      | 240    | 1.71 |                        |      |        |      |  |
|               |               | USDA ORGANIC           |      |        |      |                        |      |        |      |                        |      |        |      |  |
|               |               | White 12 pack          |      |        |      |                        |      |        |      |                        |      |        |      |  |
| Brown 12 pack |               | 60                     | 5.19 | 1,260  | 3.93 |                        |      | 1,150  | 4.11 |                        |      | 2,460  | 3.57 |  |
| OMEGA-3       |               |                        |      |        |      |                        |      |        |      |                        |      |        |      |  |
| White 12 pack |               | 40                     | 2.74 | 1,000  | 2.32 | 400                    | 2.68 | 1,000  | 2.57 | 270                    | 2.51 | 460    | 2.48 |  |
| Brown 12 pack |               |                        |      |        |      |                        |      |        |      |                        |      | 800    | 2.52 |  |
|               | CAGE-FREE     |                        |      |        |      |                        |      |        |      |                        |      |        |      |  |
|               | White 12 pack |                        |      | 80     | 2.50 |                        |      |        |      |                        |      | 310    | 3.00 |  |
|               | Brown 12 pack |                        |      | 780    | 2.28 |                        |      | 800    | 2.80 |                        |      | 290    | 2.62 |  |

| Activity Summary    | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/                                     |
|---------------------|-----------|-----------|----------|--|
| Regular             | 2,350     | 2,510     | 1,080    | Large Eggs on<br>Sep-15-2008<br>402.2<br>down 6% |
| Specialty           | 3,220     | 3,350     | 4,590    |  |
| Total (includes MD) | 5,740     | 6,020     | 5,690    |  |
| Special Rate 4/:    | 0.8%      | 7.9%      | 1.0%     |  |

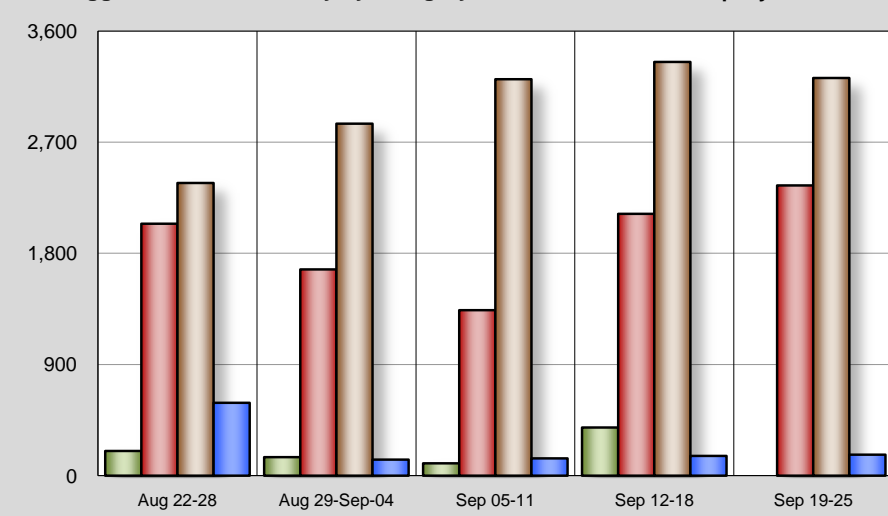
5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

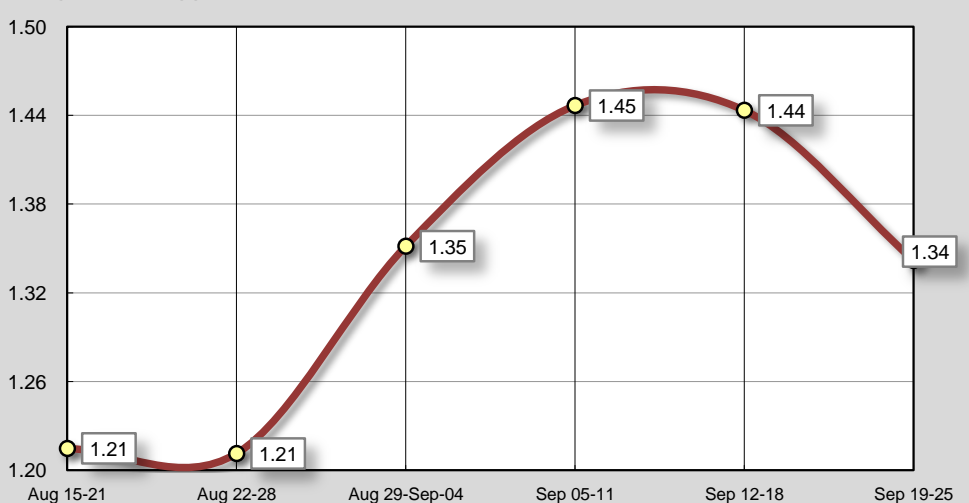
This week's feature activity on regular shell egg ad is less than last week, however more than data collected a year ago. The average prices of Large white eggs, Grade A or better dropped sharply compared to a week ago. "No price" and "buy 1, get 1 free" promotions are limited. Extra large eggs features are very hard to find this cycle. Specialty eggs promotions declined compared to the previous week and year. USDA Certified Organic brown eggs and Omega-3 white eggs continue to be highly promoted. In the egg products sector, liquid egg ads are less than the previous week.

## Shell Egg Promotional Activity by Category

XL LG Spclty Med



## Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/19 thru 09/25.

(prices in dollars per carton)

Fri. Sep 19, 2008

|  |               | NORTHEAST U.S.<br>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)                       |        |        |             |        |        |               | SOUTHEAST U.S.<br>(AL,FL,GA,MS,NC,SC,TN,VA,WV)                           |        |             |        |        |               |        | MIDWEST U.S.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)                         |               |        |        |             |        |        |
|--|---------------|--|--------|--------|-------------|--------|--------|---------------|--|--------|-------------|--------|--------|---------------|--------|--|---------------|--------|--------|-------------|--------|--------|
| Feature Rate <sup>1/</sup><br>Activity Index <sup>2/</sup> |               | 34.1% of 3,900 sampled outlets<br>Activity Index = 1,720 (includes Medium) |        |        |             |        |        |               | 6.4% of 4,900 sampled outlets<br>Activity Index = 300 (includes Medium)  |        |             |        |        |               |        | 48.1% of 3,000 sampled outlets<br>Activity Index = 1,740 (includes Medium) |               |        |        |             |        |        |
| CLASS  |               | EXTRA LARGE  |        |        | LARGE       |        |        | EXTRA LARGE   |  |        | LARGE       |        |        | EXTRA LARGE   |        |  | LARGE         |        |        |             |        |        |
|  |               | Price Range  | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range   | Stores   | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range   | Stores | Avg 3/   | Price Range   | Stores | Avg 3/ | Price Range | Stores | Avg 3/ |
| USDA<br>GRADE<br>AA  | White 12 pack |  |        |        | 1.59        | 10     | 1.59   |               |  |        |             |        |        |               |        |  | 0.68          | 80     | 0.68   |             |        |        |
|  | White 18 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | Brown 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
| MEDIUM   |               | White 12 pack  |        |        |             |        |        | White 12 pack |  |        |             |        |        | White 12 pack |        |  |               |        |        |             |        |        |
| USDA<br>GRADE<br>A   | White 12 pack |  |        |        | 1.50 - 2.00 | 160    | 1.91   |               |  |        | 0.99 - 1.50 | 220    | 1.48   |               |        |  | 0.97 - 1.39   | 510    | 1.10   |             |        |        |
|  | White 18 pack |  |        |        | 1.79 - 2.19 | 50     | 2.04   |               |  |        |             |        |        |               |        |  | 2.00          | 140    | 2.00   |             |        |        |
|  | Brown 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
| MEDIUM   |               | White 12 pack  |        |        |             |        |        | White 12 pack |  |        |             |        |        | White 12 pack |        |  | 0.78 - 0.99   |        |        | 160         |        |        |
|  |               | White 30 pack  |        |        |             |        |        | White 30 pack |  |        |             |        |        | White 30 pack |        |  |               |        |        |             |        |        |
| S<br>P<br>E<br>C<br>I<br>A<br>L<br>T<br>Y                  | USDA ORGANIC  |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | White 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | Brown 12 pack | 5.19   | 60     | 5.19   | 3.49 - 4.99 | 800    | 3.93   |               |  |        |             |        |        |               |        |  | 3.79          | 150    | 3.79   |             |        |        |
|  | OMEGA-3       |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | White 12 pack | 2.99   | 30     | 2.99   | 1.98 - 2.99 | 440    | 2.29   |               |  |        | 2.29        | 70     | 2.29   |               |        |  | 1.79 - 2.50   | 360    | 2.28   |             |        |        |
|  | Brown 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | CAGE-FREE     |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | White 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | Brown 12 pack |  |        |        | 2.69 - 3.59 | 170    | 2.99   |               |  |        | 1.79        | 10     | 1.79   |               |        |  | 1.79          | 340    | 1.79   |             |        |        |
|  |               | SOUTH CENTRAL U.S.<br>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)                      |        |        |             |        |        |               | SOUTHWEST U.S.<br>(CA,NV)  |        |             |        |        |               |        | NORTHWEST U.S.<br>(ID,MT,OR,WA,WY)   |               |        |        |             |        |        |
| Feature Rate <sup>1/</sup><br>Activity Index <sup>2/</sup> |               | 23.6% of 3,000 sampled outlets<br>Activity Index = 740 (includes Medium)   |        |        |             |        |        |               | 41.3% of 2,300 sampled outlets<br>Activity Index = 940 (includes Medium) |        |             |        |        |               |        | 17.6% of 900 sampled outlets<br>Activity Index = 300 (includes Medium)     |               |        |        |             |        |        |
| USDA<br>GRADE<br>AA  | White 12 pack |  |        |        | 0.99 - 1.29 | 380    | 1.06   |               |  |        | 1.25 - 1.50 | 440    | 1.48   |               |        |  | 1.25 - 1.77   | 30     | 1.56   |             |        |        |
|  | White 18 pack |  |        |        | 1.88        | 10     | 1.88   |               |  |        | 2.99        | 170    | 2.99   |               |        |  |               |        |        |             |        |        |
|  | Brown 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
| MEDIUM   |               | White 12 pack  |        |        |             |        |        | White 12 pack |  |        |             |        |        | White 12 pack |        |  |               |        |        |             |        |        |
| USDA<br>GRADE<br>A   | White 12 pack |  |        |        | 1.28 - 1.39 | 100    | 1.35   |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | White 18 pack |  |        |        | 1.50        | 50     | 1.50   |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | Brown 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
| MEDIUM   |               | White 12 pack  |        |        | 1.00        |        |        | 10            |  |        | 1.00        |        |        | White 12 pack |        |  | White 12 pack |        |        |             |        |        |
|  |               | White 30 pack  |        |        |             |        |        | White 30 pack |  |        |             |        |        | White 30 pack |        |  | White 30 pack |        |        |             |        |        |
| S<br>P<br>E<br>C<br>I<br>A<br>L<br>T<br>Y                  | USDA ORGANIC  |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | White 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | Brown 12 pack |  |        |        |             |        |        |               |  |        | 3.99        | 310    | 3.99   |               |        |  |               |        |        |             |        |        |
|  | OMEGA-3       |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | White 12 pack | 2.00   | 10     | 2.00   | 1.88 - 5.00 | 20     | 2.75   |               |  |        |             |        |        |               |        |  | 2.39 - 2.99   | 110    | 2.54   |             |        |        |
|  | Brown 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | CAGE-FREE     |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  |               |        |        |             |        |        |
|  | White 12 pack |  |        |        |             |        |        |               |  |        |             |        |        |               |        |  | 2.50          | 80     | 2.50   |             |        |        |
|  | Brown 12 pack |  |        |        | 2.00 - 2.50 | 160    | 2.45   |               |  |        | 2.00 - 3.00 | 20     | 2.50   |               |        |  | 2.50          | 80     | 2.50   |             |        |        |

Note: See page 1 for explanatory notes.



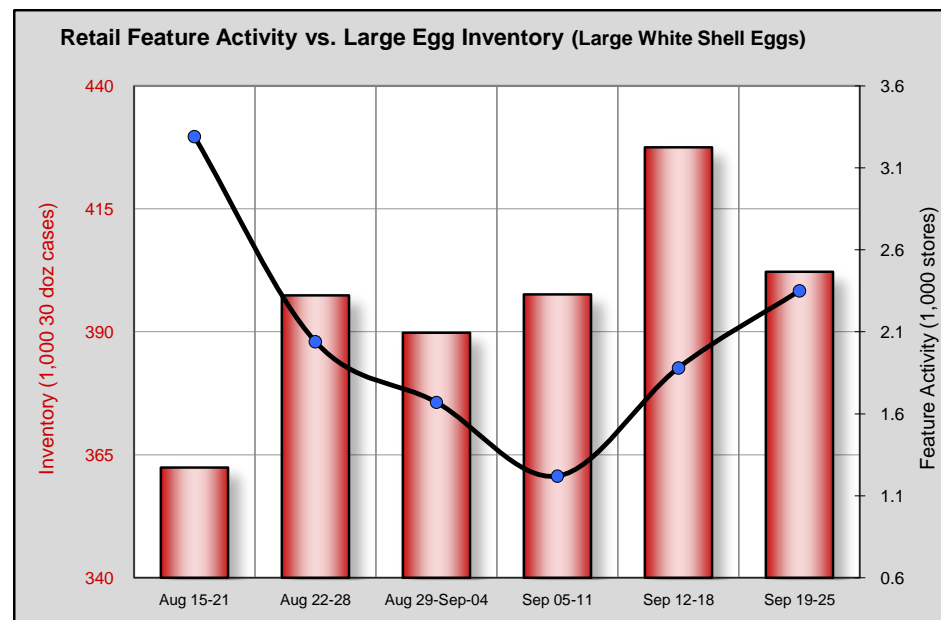
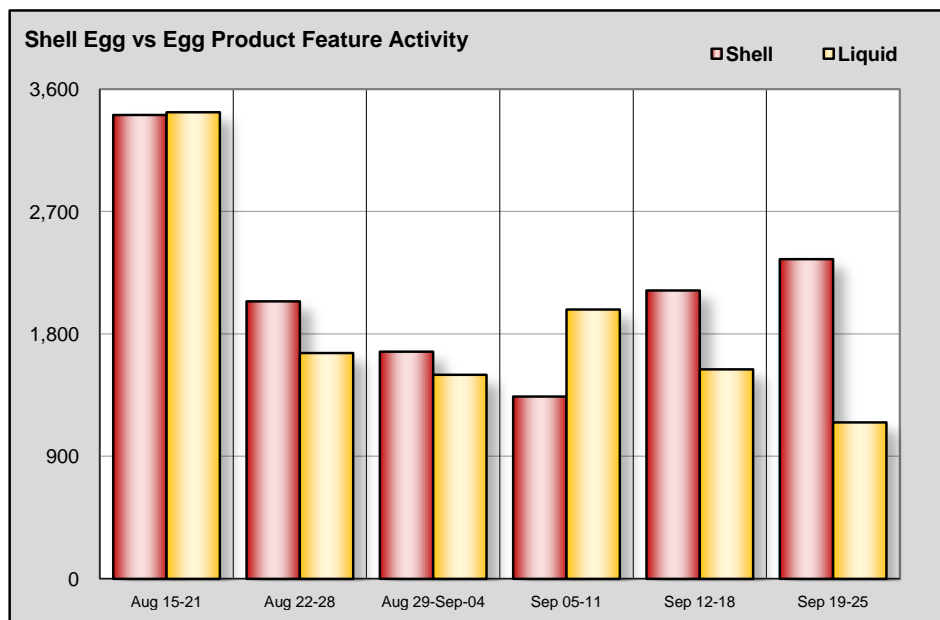
# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/19 thru 09/25.

(prices in dollars per carton)

Fri. Sep 19, 2008

| EGG PRODUCTS      | THIS WEEK                | LAST WEEK     | LAST YEAR     | NORTHEAST             |                          | SOUTHEAST             |                          | MIDWEST               |                          | SOUTH CENTRAL         |                          | SOUTHWEST             |                          | NORTHWEST           |                          |
|-------------------|--------------------------|---------------|---------------|-----------------------|--------------------------|-----------------------|--------------------------|-----------------------|--------------------------|-----------------------|--------------------------|-----------------------|--------------------------|---------------------|--------------------------|
| 1/ Feature Rate   | 4.4%                     | 9.0%          | 15.0%         | 7.9% of 3,900 sampled |                          | 1.1% of 4,900 sampled |                          | 7.3% of 3,000 sampled |                          | 7.1% of 3,000 sampled |                          | 0.0% of 2,300 sampled |                          | 0.0% of 900 sampled |                          |
| 2/ Activity Index | 1,150                    | 1,540         | 3,440         | Activity Index = 630  |                          | Activity Index = 80   |                          | Activity Index = 220  |                          | Activity Index = 220  |                          | Activity Index = 0    |                          | Activity Index = 0  |                          |
|                   | Stores Avg <sup>3/</sup> | Stores Avg 3/ | Stores Avg 3/ | Price Range           | Stores Avg <sup>3/</sup> | Price Range           | Stores Avg <sup>3/</sup> | Price Range           | Stores Avg <sup>3/</sup> | Price Range           | Stores Avg <sup>3/</sup> | Price Range           | Stores Avg <sup>3/</sup> | Price Range         | Stores Avg <sup>3/</sup> |
| 14-16 oz. crtn    | 520 2.37                 | 570 2.49      | 2,280 2.48    | 1.89 - 2.99           | 270 2.22                 | 3.99                  | 10 3.99                  | 2.50                  | 210 2.50                 | 2.19                  | 30 2.19                  |                       |                          |                     |                          |
| 32 oz. crtn       | 350 4.53                 | 530 4.93      | 410 4.21      | 3.99                  | 150 3.99                 | 3.99                  | 10 3.99                  |                       |                          | 4.99                  | 190 4.99                 |                       |                          |                     |                          |
| 3 - 4 oz. cup     | 280 2.26                 | 440 2.17      | 750 2.46      | 2.00 - 2.50           | 210 2.18                 | 2.50                  | 60 2.50                  | 2.50                  | 10 2.50                  |                       |                          |                       |                          |                     |                          |
| 2 - 8 oz. cup     |                          |               |               |                       |                          |                       |                          |                       |                          |                       |                          |                       |                          |                     |                          |



Note: See page 1 for explanatory notes.